

WHAT IS CLAIMED IS:

1. A system for managing identity information in a merged content portion, comprising:

an identity storage that stores identity information associated with a client and user;

a client and user determining circuit that determines a sending client and a user of a received request for first information from a first information provider;

an input/output circuit that requests and receives the first information from the first information provider;

a merging circuit that determines the merged content portion based on the received first information and at least one an identity, at least one identity associated with one of the determined client and the user.

2. The system of claim 1, wherein the identity storage comprises identity content element storage and identity presentation information storage.

3. The system of claim 1, wherein the client and user determining circuit determines at least one of a client identification and a user identification based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

4. The system of claim 1, wherein the merged content portions are stored using at least one of an electronic medium; a printed medium and a paper medium.

5. The system of claim 1, wherein the merged content portions are at least one of an interactive electronic text, a printed text, an audio book and a video book.

6. A method for managing identity information comprising:

receiving a first information request having a first information provider;

determining at least one of a client and a user associated with the first information request;

receiving the requested first information from the first information provider;

determining identity information from stored identity information based on the determined client and user information;

determining a merged content portion based on the first information and the determined identity information.

7. The method of claim 6, wherein the stored identity information comprises at least one of identity content element information and identity presentation information.

8. The method of claim 6, wherein the client and user information is determined based on at least one of internet protocol address information, session identifier information, name pairs and value pairs.

9. The method of claim 6, wherein determining the merged content portions produces at least one of an interactive text, a printed text, an audio book and a video book.

10. The method of claim 7, wherein the merged content portions are stored on at least one of electronic media, printed media and a paper media.

11. A computer readable storage medium comprising:
 computer readable program code embodied on said computer readable storage medium, said computer readable program code usable to program a computer to perform a method for managing identity information comprising the steps of:
 receiving a first information request having a first information provider;
 determining the client and user associated with the first information request;
 receiving the first information from the first information provider;
 determining identity information from stored identity information based on the determined client and user information;
 determining a merged content portion based on the first information and the determined identity information.

12. The computer readable storage medium comprising computer readable program code as in claim 11, wherein the stored identity information comprises at least one of identity content element information and identity presentation information.

13. The computer readable storage medium comprising computer readable program code as in claim 11, wherein the client and user information is determined based on at least one of internet protocol address information, session identifier information and name and value pairs.

14. The computer readable storage medium comprising computer readable program code as in claim 11, wherein determining the merged content portions

produces at least one of an interactive text, a printed text, an audio book and a video book.

15. The computer readable storage medium comprising computer readable program code as in claim 11, wherein the merged content portions are stored on at least one of electronic media, printed media and a paper media.

16. System for managing identity information in a merged content portion comprising:

an identity storage for storing identity information associated with a client and user;

a client and user determining circuit for determining the sending client and user of a received request signal for first information from a first information provider;

an input output circuit for requesting and receiving the first information signal from the first information provider;

a merging circuit for determining a merged content portion based on the received first information signal and an identity associated with the determined client and user.

17. The system of claim 16, wherein the identity storage comprises identity content element storage and identity presentation information storage.

18. The system of claim 16, wherein the client and user determining circuit determines the client and user identifier based on at least one of internet protocol address information, session identifier information and name and value pairs.

19. The system of claim 16, wherein the merged content portions are stored on at least one of an electronic media; a printed media and a paper media.

20. The system of claim 16, wherein the merged content portions are at least one of an interactive electronic text, a printed text, an audio book and a video book.

21. A carrier wave encoded to transmit a control program usable for managing identity information to a device for executing the control program, the device couplable to an identity storage that stores identity information associated with a client and user, the control program comprising:

instructions for receiving a first information request having a first information provider;

instructions for determining at least one of a client and a user
associated with the first information request;

instructions for receiving the requested first information from the first
information provider;

5 instructions for determining identity information from stored identity
information based on the determined client and user information;

instructions for determining a merged content portion based on the first
information and the determined identity information.